



Phygital solutions for the cultural and creative industries

## Experience new ways to create, connect, and inspire through innovative solutions merging physical and digital experiences.

AMPLIFY envisions a future where the European cultural and creative industry fully embraces a sustainable, inclusive digital transition. By leveraging emerging technologies such as Artificial Intelligence and Extended Reality, AMPLIFY aims to influence the cultural sector with new artistic formats, fostering human connections and promoting European values.

### About AMPLIFY



AMPLIFY is a consortium of artists, technologists, and researchers across Europe, dedicated to driving the digital transition of the Cultural and Creative Industries.

# AMPLIFY is shaping the future of the Cultural and Creative Industries.

We are empowering artists, technologists, and communities with two groundbreaking tools:



## AMPLIFY PORTABLE

Play, learn, and perform music together from anywhere with AI-driven automatic audiovisual production.



## AMPLIFY IMMERSIVE

Create and share live immersive experiences through hybrid physical-remote interactions.

Meet our pilots:

### Renewing Tradition

Scotland: Strengthen Gaelic cultural learning through remote teaching and collaboration.

### Music with Babies

Portugal: Transforming babies' emotions into music, fostering family-musician connections.

### Next Stage

Italy: Blending physical and digital formats for unique audience-artist interactions.

### Revealing Opera

Barcelona: Connecting communities to opera with innovative phygital experiences.

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